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## PATTI'S MOST EFFECTIVE PROSPECTING EMAIL SUBJECT LINES

(HINT: Use exact format, change only the names/cities)

- Thanks Joe, Home info from Patti at ABC Realty...
- Joe...about the home at 123 Main Street
- Joe, it's Agent Patti in Phoenix...
- Joe, about your Alameda property search
- Hi Joe, Quick Real Estate Search Update Required
- San Diego Market Snapshot you requested attached
- Hi Joe, Quick question about your St. Louis property search
- Joe, New Property Listings Available today in Marysville
- Joe, Recent sales in Dove Valley enclosed
- Hi Joe, It's Patti....Tampa property info you requested
- Thanks Joe...Today's interest rates in Memphis
- Hi Joe, it's Patti...Still need Tucson property listings?
- Joe, it's Patti at ABC Realty... did you receive my text (or voice) message?
- Joe...Important info about Buying vs. Renting
- Joe, Just checking in...have you sold your home?
- Joe, Quick Question about your Home

### **Patti's Secret Tip to Get Even More of Your Email Open!**

Go to your profile settings of your CRM or email service.

Change your name to something like this: **Patti-Home Info**

When your email sends, your FROM line will now tell your recipients you are an agent. This will help your open rates tremendously!



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# THE SPAM FILTER

(Things You Probably Didn't Know)

## What is a spam filter?

Spam filters are applications which filter your emails and look for certain markers in them to determine the likelihood of the incoming email being spam.

They are widely used by companies and personal mailboxes in an attempt to curb the amount of spam that they receive. According to [Wikipedia](#), spam emails make up 90% of all emails sent throughout the world.

So, although email signatures can sometimes cause emails to be caught up in spam filters, it's essential to have them.

## How does a spam filter work?

If spam markers are found in an incoming email, the spam filter then gives the email a spam score which indicates the certainty of the email actually being spam.

If the incoming email's spam score is higher than the threshold you or your IT administrator have set on your email server, then the email will either be quarantined and you have to manually release it into your inbox, or it will be deleted. The behavior of what happens to spam emails is usually set by you or your IT administrator.

To determine if your email is safe, spam filters also use global blacklist databases which consist of mail servers (or hosts) which send out a lot of spam.

Some of the common spam blacklists are Spamhaus, Spamcop and Barracuda.



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# Types of Spam Filters

There are 2 types of spam filters:

## 1. Workstation Spam Filters

Workstation spam filters are the ones that are available in computer shops for consumers to install on their own PC's. These spam filters work directly with your email client on your PC and don't do any server-side processing of your emails.

## 2. Server Spam Filters

Server spam filters are installed directly on mail servers, which are monitoring hundreds or even thousands of mailboxes at the same time. These are usually enterprise-grade spam filters which are much more efficient at detecting spam. They are often much more complicated to set up but are also much more robust at handling emails.

If your email provider is your web hosting company or ISP, it's likely that they are already using an enterprise spam filter on your mailbox so there is almost no need to use a local workstation spam filter on your PC.

# Common Reasons Emails Are Flagged as Spam

There are tons of reasons an email might be caught up in the spam filter, but a lot of them are fairly technical and rare.

Instead, here are some common reasons:

## Email Body Content

This is the actual content of your email message. If it has words in it which have been blacklisted by the spam filter, it will be flagged as spam. To give you an idea, words like "Viagra", "Casino", "Money", "Drugs", "Cash", "Lottery" and many more don't play well with spam filters.

## Subject Lines

Similar to the email body content, using the same words can could trigger the spam filter.

## Links

Outbound links that are going to domains which aren't trusted.



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## **Capital Letters**

If you have excessive capitalization in your email content body or in the subject line

## **HTML Code**

If you have HTML code in your email signature which looks malicious.

## **Sending from a Blacklisted Mail Server (Host)**

If your mail server has been blacklisted, this is a surefire way to get all your emails blocked by spam filters.

## **Images**

If you have images in your email signature that are hosted on a domain which has been blacklisted, then your email signature is likely to cause your whole email to be marked as spam.

## **Attachments**

Attachments are usually scanned for viruses, so ensure your files are clean.

## **Font Colors and Sizes**

If you have fonts which are all in different sizes and colors, that will likely trigger spam filters.

## **Too Many Special Characters**

Try not to use too many exclamation marks, question marks and any other special characters like hashes, percentage symbols and so on.



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## **CHALLENGED CONVERTING YOUR LEADS?** **LET ME HELP YOU TO...**

- 1. Get more of your Email in the inbox*
- 2. Get more Opens*
- 3. Get More Response*
- 4. Get More Engagement*
- 5. Convert more leads & prospects faster & more efficiently*
- 6. "Not" reinvent a wheel because we give you the Proven Content prebuilt*
- 7. Identify the hottest business in your database*
- 8. Save money and increase your Return of Investment & Time (get rid of all that other software you are patching together)!*
- 9. Learn how to Really Use a CRM to do it all for you Affordably*

**CLICK TO JOIN THE LEAD REVIVAL**  
**CHALLENGE SIGN UP NOW!**



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## How to Avoid Email Signatures Being Flagged as Spam

### **Don't include common spammy words in your email signature**

If you're a Viagra salesman or work at a casino, we feel sorry for you! Ha, ha!

### **Ensure your images are hosted on a reputable server**

Check to ensure the server where your images are hosted is not blacklisted.

### **Don't link to sites which have been blacklisted**

If you're linking to your own company website from your email signature, check to ensure your domain hasn't been blacklisted.

### **Use regular size fonts and colors**

Sizes between 8-30px are in the safe range. Generally speaking, there's no need for fonts that are smaller or bigger than that. As for colors, don't overdo it, use a maximum of 3-4 different font colors.

### **Avoid Sketchy unknown HTML coded signature images boxes**

If you have sketchy looking HTML code in your email signature, it can be an instant red flag for spam filters. Frankly, we think you should avoid HTML coded signature blocks all together. Just type up your information because, after-all, what is more important... a sparkly signature line or getting email into the inbox?

## What to do if my email signature causes my emails to be blocked by spam filters?

First, go through the above list to see if anything stands out and fix it.

If you can't find the problem in the list, then it's time to take a look at the content of the emails you're sending. Take a look through your sent items and see if you notice anything about the language you're using in the body of the emails.

If it's your work email, have a chat with your IT department about the issue and they should be able to find out why the email is being blocked by looking at mail server logs. If it's a company-wide issue, such as the domain being blacklisted, other employee's will likely have the same problem. (article info courtesy Gimmeo.io)

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